



EAT, DRINK AND BE MARRIED

On a recent tour of seventy million American colleges, I was struck by two outstanding facts: first, the great number of students who smoke Marlboro, and second, the great number of students who are married.

The first phenomenon—the vast multitude of Marlboro smokers—comes as no surprise for, as everyone knows, the college student is an enormously intelligent organism, and what could be more intelligent than to smoke Marlboro? After all, pleasure is what you smoke for and pleasure is what Marlboro delivers—pleasure in every puff of that good golden tobacco. If you think flavor went out when filters came in—try a Marlboro. Light up and see for yourself... Or, if you like, don't light up. Just take a Marlboro, unlighted, and puff a couple of times. Get that wonderful flavor? You bet you do! Even without lighting you can taste Marlboro's excellent filter blend. Also you can make your package last practically forever.

No, I say, it was not the great number of Marlboro smokers that astounded me, it was the great number of married students. You may find this hard to believe but latest statistics show that at some coeducational colleges the proportion of married undergraduates runs as high as thirty percent! And, what is even more startling, fully one-quarter of these marriages have been blessed with issue!

Here now is a figure to give you pause! Not that we don't all love babies. Of course we do! Babies are pink and fetching rascals, given to winsome noises and droll expressions, and we all like nothing better than to rain kisses on their soft little skulls. But just the same, to the young campus couple who are parents for the first time the baby is likely to be a source of considerable worry. Therefore, let me devote today's column to a few helpful hints on the care of babies.



First of all, we will take up the matter of diet. In the past, babies were raised largely on table scraps. This, however, was outlawed by the Snoot-Hawley Act, and today babies are fed a scientific formula consisting of dextrose, maltose, distilled water, evaporated milk and a twist of lemon peel.

After eating, the baby tends to grow sleepy. A lullaby is very useful to help it fall asleep. In case you don't know any lullabies, make one up. This is not at all difficult. In a lullaby the words are unimportant since the baby doesn't understand them anyhow. The important thing is the sound. All you have to do is string together a bunch of nonsense syllables, taking care that they make an agreeable sound. For example:

Go to sleep, my little infant,

Goo-goo moo-moo poo-poo biefant.

Having fed and serenaded the baby, arrange it in the position for slumber. A baby sleeps best on its stomach so place it that way in its crib. Then to make sure it will not turn itself over during the night lay a soft but fairly heavy object on its back—another baby, for instance.

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And when baby is fast asleep—the little angel!—why don't you relax and give yourself a treat? With Marlboro—or if you like mildness but you don't like filters—with Philip Morris made in long size and regular by the sponsors of this column.



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